

# Case Study: American Eagle Outfitters

## ■ Situation

- American Eagle was buying search as well as display on an ad exchange with no real display strategy outside of getting mass eyeballs really inexpensively.
  - ❖ *The display program suffered from a lack of strong branding opportunities and seemingly random tactical decisions.*
  - ❖ *AEO was not leveraging its brand assets properly, nor was it taking advantage of the plethora of focused demographic target opportunities (15-25 yr olds).*
  
- AEO was looking for a partner that could extend and leverage the brand while still achieving strong efficiency towards specific campaign goals.
  - ❖ *The previous campaigns were focused solely on CPM and traffic efficiency and the AEO online brand suffered for it.*
  
- The challenge was to deliver on both the DR and brand goals with one campaign.
  - ❖ *Use more expensive and targeted placements that could still drive efficient response*
  - ❖ *Layering on demographic targeting along with contextual and content targeting was an additional hurdle*



# Case Study: American Eagle Outfitters

## ■ Response

- The online program was reshaped to a broad based, brand-centered program.
  - ❖ *CWM focused on three key points to choose partners*
    - Sites that had extremely good resonance with the AEO target
    - Cost efficient brand programs
    - Unique advertising environments
  - ❖ *As successful partners were found, programs expanded on those sites to encompass more opportunities.*
  
- CWM used the programs that were initially successful as a base to model other programs after, and to drive other new partners that were pursued.



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## ■ Results

- CWM effectively moved the AEO display media from the ad exchanges towards top branded content sites, while maintaining previous levels of performance.
- CWM effectively met all campaign goals while executing media buys on premium content and high impact placements.
  - ❖ *Goals included: ROI, cost-per-visitor, email opt-ins, sweeps entries, video views*
- The new online display strategy produced a core set of publisher partners.
  - ❖ *These partners deliver strong results and excellent branded environments.*
  - ❖ *AEO utilizes these partners repeatedly with consistently strong results.*
- With this base of performance/brand hybrid partners and programs in place, AEO is now free to explore even more partners that provide an even stronger branded element.



# Spring Dresses 2009

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**America's Next Top Model**  
We're Obsessed! Wondering where your fave Top Models are now? Sneak a peek at this vid for answers!  
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Ultimate Dance Mix  
**Jupiter Rising**  
Love dancing alone in your room? Jupiter Rising dishes on their fave tunes to jam to when no one's around.  
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Music Video  
**Plain White T's, "1, 2, 3, 4"**  
Plain White Ts' video for "1, 2, 3, 4" is sweet, simple, and romantic – just like the song! Watch it now.  
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Music Video  
**Spinnerette, "Ghetto Love"**  
Peep Spinnerette's video for their super funky new single "Ghetto Love."  
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WEB MARKETING



# Spring Dresses 2009

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QuickMix

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by: Fatboy Slim  
on: Camber Sands

The Noose  
by: Shawn Lee's ...  
on: Moods And G...

Starlight Serenade (Gabor Deutsch ...  
by: Martin Bottc...  
on: More Plush

About This Music

Artist	Album	Song	Fans
<b>Martin Bottcher</b>			
Similar Artists:			
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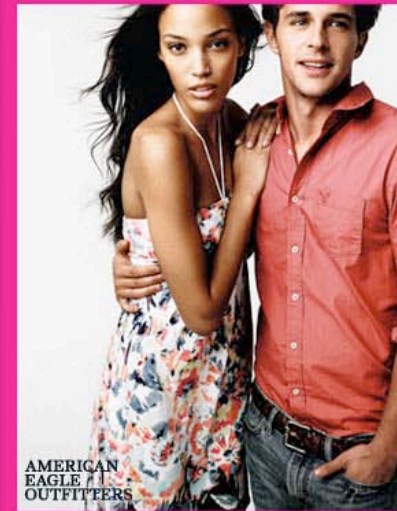
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# Holiday 2008





# Holiday 2008

The screenshot shows the Disney website interface for the 'You've Heard the Tale' video. At the top, there is a navigation bar with links for Games, Videos, My Page, Characters, Movies, TV, Music, Live Events, Parks, Shop, and For You. A red-bordered banner at the top right promotes '77kids by american eagle' with the text 'Introducing... 77kids by american eagle' and 'let the fun begin at 77kids.com', along with a 'shop now' button. The main content area features a video player for 'YOU'VE HEARD THE TALE' with a progress bar and a 'More Video' button. To the right of the video player is a 'You're Watching' section with a 'Join the Pirate Revolution' playlist, including a 'Play now' button and a description: 'Sail to uncharted waters in search of adventure, combat & fortune!'. Below this is a 'Walt and the 1964 World's Fair' exhibit description. To the right of the video player is a 'Disney Fans' section featuring a character in a purple robe and a green bowl, with a 'FAMILIES Discover the World of Disney Families' button below it. At the bottom left is a 'The Latest Stuff' section with tabs for 'New', 'Play', 'Watch', 'Listen', 'Visit', and 'Shop'. It contains several promotional cards: 'BOLT' (Catch Bolt as he learns you don't need superpowers to be a hero. In theaters November 21.), 'High School Musical 3' (Celebrate senior year with your favorite Wildcats on the High School Musical 3 soundtrack.), 'Frankenweenie' (Watch the full Frankenweenie short, part of the Disney.com Halloween!), 'AD: Disney Rewards® Visa®' (Earn rewards on everyday card purchases redeemable for most everything Disney.), 'Nightmare Revisited' (Get the cover album featuring Amy Lee, All American Rejects, Plain White T's and More!), and 'Halloween BOOtique' (Find your favorite costumes for the entire family at). At the bottom right is an advertisement for the Canon PIXMA printer, with the text 'NEVER LET A WIRE COME BETWEEN YOU AND YOUR PICTURES.' and 'The Canon PIXMA printer. Select models now available with wireless technology.' and a 'Learn more' link.



# Valentine's Day 2009

The screenshot shows the homepage of the Cosmo Girl website. At the top, the date is "Happy Wednesday, January 21, 2009" and there are links for "VIDEOS | CGI STORE | CGI MOBILE | TEEN GIFTS". The "COSMO girl!" logo is prominent. A navigation bar includes categories like horoscopes, beauty, fashion, life advice, guys, entertainment, fun & games, free stuff, and connect. A search bar is also present.

Key features and promotions include:

- FREE STUFF WEEKLY PRIZES:** A banner with "ENTER TO WIN >>"
- MY COSMOGIRL!** A login section with fields for "USER NAME" and "PASSWORD", and a "LOG IN" button. Below it, a "NOT A MEMBER?" section lists benefits like "enter sweeps", "play games!", and "get daily scopes!" with an "IT'S FREE" and "JOIN NOW" button.
- Shocking Number of Teens Send Sexy Pics, Videos:** A featured article with a photo of a couple and a laptop. It includes a "Survey Says..." link and bullet points: "Can texts send you to jail?", "Who sends sexy photos?", and "Avoid online stalkers!".
- aerie win a trip for two to paris:** A large pink banner with a white bird logo and a "enter now" button.
- TAKE THIS QUIZ: Are You Ready for Romance?** A quiz section with a "TAKE THE QUIZ!" and "MORE QUIZZES >>" button.
- WATCH THIS VIDEO:** A video player section with a "play" button.
- TODAY ON COSMOGIRL!** A section titled "THE DAILY KISS" with a photo of two people and the text "Did you watch the Obama Inauguration? (16 comments)".
- WHAT'S HOT:** A grid of featured content with categories: "BEAUTY" (Get the perfect updo for prom!), "FASHION" (You can be fashionable even if you're broke.), "ENTERTAINMENT" (Enter to win a quest spot on...), and "GUYS" (here's a great date idea for...).
- CG WANTS TO KNOW:** A section with a question "Would you want to be a first kid?" and a "win today!" button.
- Enter to Win \$100,000:** A large pink banner with the text "To Take A Trip with Your Best Friends".



# Valentine's Day 2009

The image shows a screenshot of the Pandora internet radio website interface. The page features a navigation bar with links for 'Your Profile', 'About the Music', 'Share', and 'Help'. Below this is a music player interface with a 'Create a New Station...' button and a list of 'Your Stations' including '80's Love Mix from...', 'A Tribe Called Quest...', 'Ace Of Spades (Dirt...)', 'Ad Ops Rocks Har...', 'Be Thankful For Wh...', 'Big Calm Radio', and 'QuickMix'. Three featured stations are shown: 'Paranoid' by Black Sabbath, 'Round And Round' by Ratt, and 'Paradise City' by Guns N' Roses. A sidebar on the left contains links for 'About This Music', 'Your Profile', 'Genre Stations', 'Mobile & Home', and 'Video Series'. The main content area includes a message: 'Here's more great stuff to help you enjoy the sounds you love and explore the wider world of music. Try one.' Below this are four promotional buttons: 'Your Concert Listings Find Shows Now', 'Energizer's Music Forum Sound Off', 'On Your Mobile Phone Find Your Phone', and 'Video Series Watch Now'. A large pink overlay on the right side of the page contains the text 'enter to win!' at the top, followed by the Aerie logo (a bird) and the text 'win a trip for two to paris'. An 'enter now' button is located below the text. The background of the overlay features a woman in a polka-dot bikini sitting on a beach with a 'LOVE' pillow. At the bottom of the page, there is a footer with links: 'about pandora | privacy policy | terms of use | we're hiring | advertising | mobile | blog | Pandora video series'.



# Thanksgiving 2008

COMEDY CENTRAL

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CAST  
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## Odds N Ends - Dr. Laser Rage

Posted By: dave\_asp

COMEDY CENTRAL Sarah Silverman Program: Odds 'N' Ends - Dr. Laser Rage  
Thursdays 10:30p/9:30c

DOCTOR WHO #9

00:00/00:00

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In the newest installment of **Odds N Ends**, Series creator Rob Schrab enlists the help of the ninth Dr. Who to star in Brian's sci-fi addiction, from the episode "I Thought My Dad Was Dead But It Turns Out He's Not." And check out below for a clip from the show, in which Brian struggles to get back to his life after a one-on-one encounter with the hero from his favorite series.

COMEDY CENTRAL Sarah Silverman Program: Brian's Blastoff  
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WATCH THE SARAH SILVERMAN PROGRAM  
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# Thanksgiving 2008 (sarah silverman pregame loader)

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